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C.B.S. Suspends Radio Free Europe's Spot Ads

By ROBERT E. DALLOS

The Columbia Broadcasting System said last night that it had discontinued its free spot announcements for Radio Free Europe because the advertisements did not make it clear that the organization is an arm of the Central Intelligence Agency.

The network said it had carried no such spot announcements since Feb. 15 and was currently restudying its policy on televising such announcements.

The discontinuation of the advertising campaign was disclosed last night during a new special, "In the Pay of the C. I. A., An American Dilemma."

"If you respond to the many appeals for Radio Free Europe on television, in magazines and even on buses and subways, you become part of a C. I. A. cover," said Mike Wallace, a C. B. S. news correspondent.

Headed by Stanton

Dr. Frank Stanton, president of C.B.S., is chairman of the executive committee of the Radio Free Europe Fund, which seeks donations for the organization in this country. He said last night that he had expressly disqualified himself from considering the C.B.S. position and left the matter to the discretion of other company officers.

A National Broadcasting Company spokesman said last night that it would continue to give free television time to Radio Free Europe as long as the practice was supported by the Advertising Council.

The Advertising Council con-

Says Organization's Appeals for Funds Do Not Spell Out Connection With C.I.A.

ducts about 20 public service campaigns, including those for traffic safety, forest fire prevention and the United Nations.

An officer of the Advertising Council said in an interview that the council's campaign for 1967 was completed and the question of future campaigns would be taken up routinely next fall.

The official, David W. Hart, who is the account executive in charge of the Radio Free Europe campaign, added that he had not realized that C.B.S. had stopped showing the spot announcements.

The American Broadcasting Company did not comment.

Privately Financed

Radio Free Europe, which has its headquarters in Munich, has been in existence since 1950. It is privately financed by contributions from United States citizens and beams information, culture, religion and entertainment programs to East European countries.

The fact that it receives some of its support from the C.I.A. has been mentioned in newspaper reports for more than a year.

A Radio Free Europe spokesman in New York said last night the organization would have no comment on the C.B.S. action.

The Advertising Council is a nonprofit public service organ-

ization made up of advertising agencies, national advertisers and large corporations, which contribute funds to it.

The council's campaigns are created free by advertising agencies and distributed to radio and television stations around the country.

The Council said that the Radio Free Europe spots had been sent to all of the networks, about 600 television stations and 4,700 radio stations.

The council said that during 1966, Radio Free Europe received free exposure worth between \$12-million and \$14-million.

The most recent Radio Free Europe campaign consists of two 60-second spots from which 30, 20 and 10 second segments are taken.

Both were shot last September in Vienna. One of the spots shows a group of Hungarian students seated in a cafe. There are closeups of the students' faces as they talk in their native language about soccer, and then an American male announcer voices the campaign slogan: "Shouldn't they hear both sides?"

The voice goes on to tell viewers that they are seeing the youth of East Europe, tomorrow's leaders, who are now making up their minds about the rest of the world.

"Help support Radio Free Europe," the announcer says in closing. "Send contributions to Box 1967, Mount Vernon, N. Y."

The other spot currently in use shows a Polish newspaper blowing around in the wind on a Vienna street, and carries the same message.